



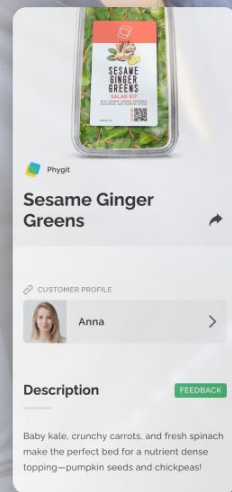
Physical products sell themselves
with digital personalization



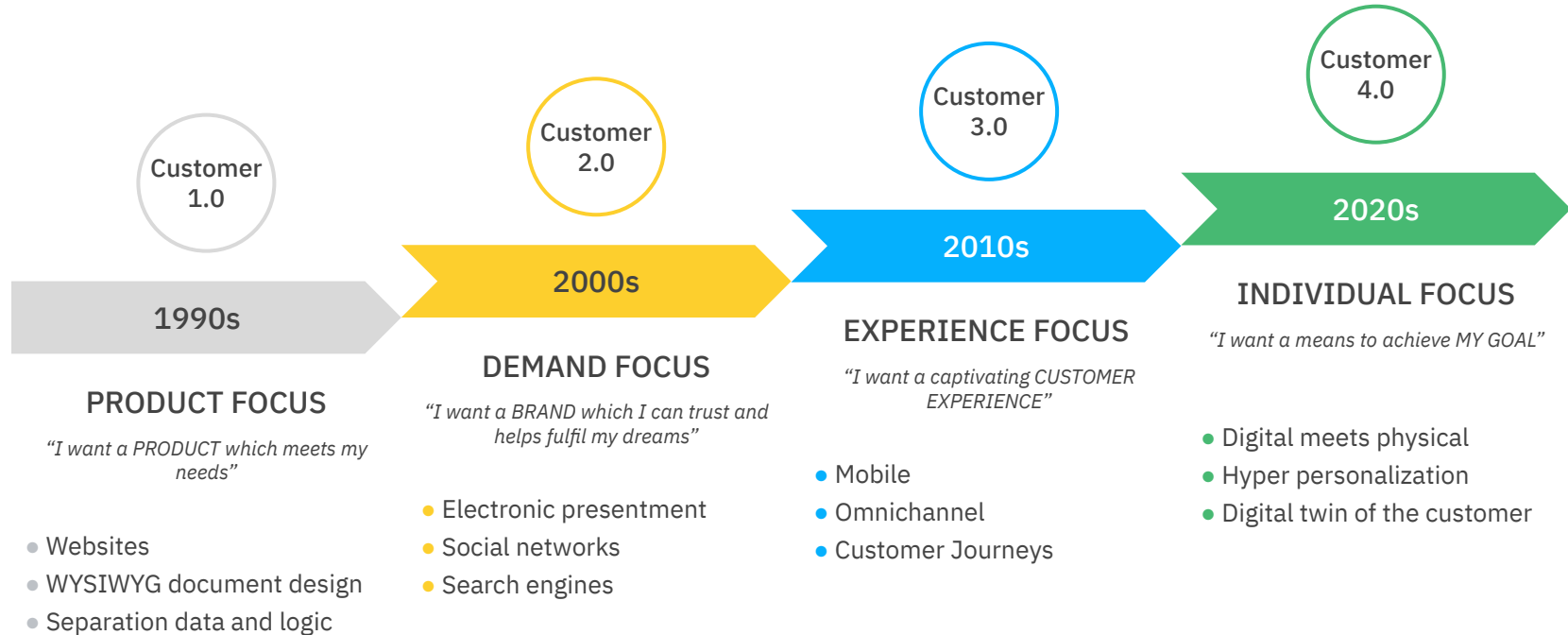
Pavlo Shlapak

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Customer buying behavior has changed



Top marketers think it's big

Digital twin of a customer is TOP1 in Hype Cycle Themes

“ Digital twin of the customer will take 5 to 10 years until mainstream adoption but will be transformational to organizations. ”

Gartner. » [Source](#)

The internet is being reimagined... what comes next

“ ...creation of ...digital-only ...as well as a deeper blurring between digital and physical. ”

accenture » [Source](#)

Bespoke for billions: Digital meets physical

“...consumers ... want the best of both: personalized [physical] interactions combined with the convenience of digital... billions trend...”

Deloitte. » [Source](#)

\$1.5T
TOTAL MARKET
IN 2026



Customers agree

PROFIT INCREASE

53%

willing to pay more
for products with
digital features

» [Source](#)

MARKETING DATA

65%

willing to share data
in exchange for
personalized UX

» [Source](#)

CUSTOMER ORIENTED

TOP1

priority for brands is
customer experience
over the next 5 years

» [Source](#)

Regular packages provide one-way info

Brand

✓ one-way branding

BUT

- ✗ no customer data
- ✗ no feedback

Physical Package



Customer

✓ basic info

BUT

- ✗ no engagement
- ✗ no personalization

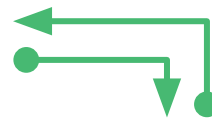
Phygit packages accelerate sales



Brand

- ✓ cross-sales
- ✓ customer retention and loyalty
- ✓ detailed analytics

Physical Package
powered by **phygit**



Customer

- ✓ exclusive offers
- ✓ easy access to extra tips and tools
- ✓ personalization

Experience management platform

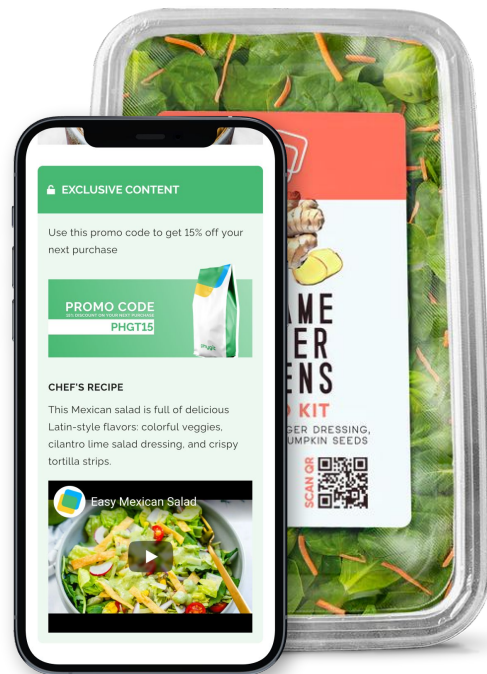
no code, no app, and low overhead

Brand implementation

- End-customer engagement focus
- No-code SKU management
- One hour to launch

Customer use

- Just scan or tap
- QR code
- NFC tag



How does it work

1 STEP

Brand adds
QR or NFC on
the package

2 STEP

Customer scans
QR or taps NFC
with the phone

3 STEP

Phygit delivers
digital experience
to the customer

4 STEP

Brand engages
customer with
digital tools

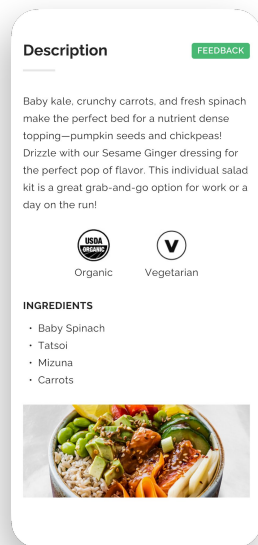


Personalization by product life cycle

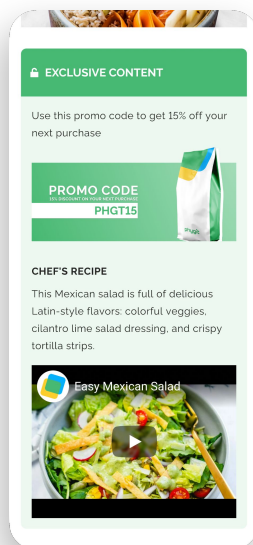
Before purchase



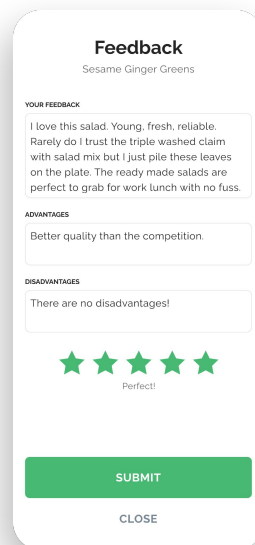
After purchase



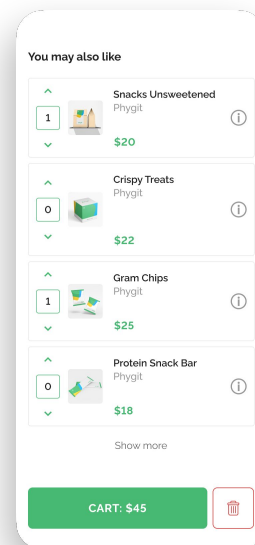
Exclusive content



Feedback



Cross-sales



Personalization by customer profile

geo, age, gender, etc.



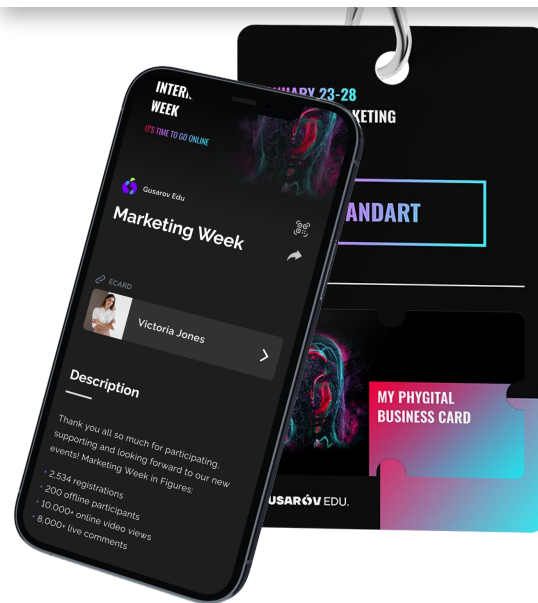
Phygit works for different industries

2x faster sales



Higher ROMI
for the same cost

72% activation rate



Business model

Target clients: **CPG, DTC enterprise brands**



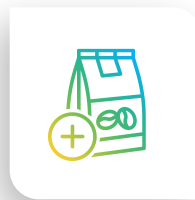
SKUs setup

from \$2,000



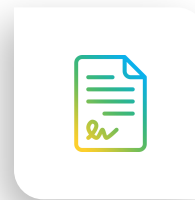
Cost per scan

from \$0.025



Extra SKU

\$200

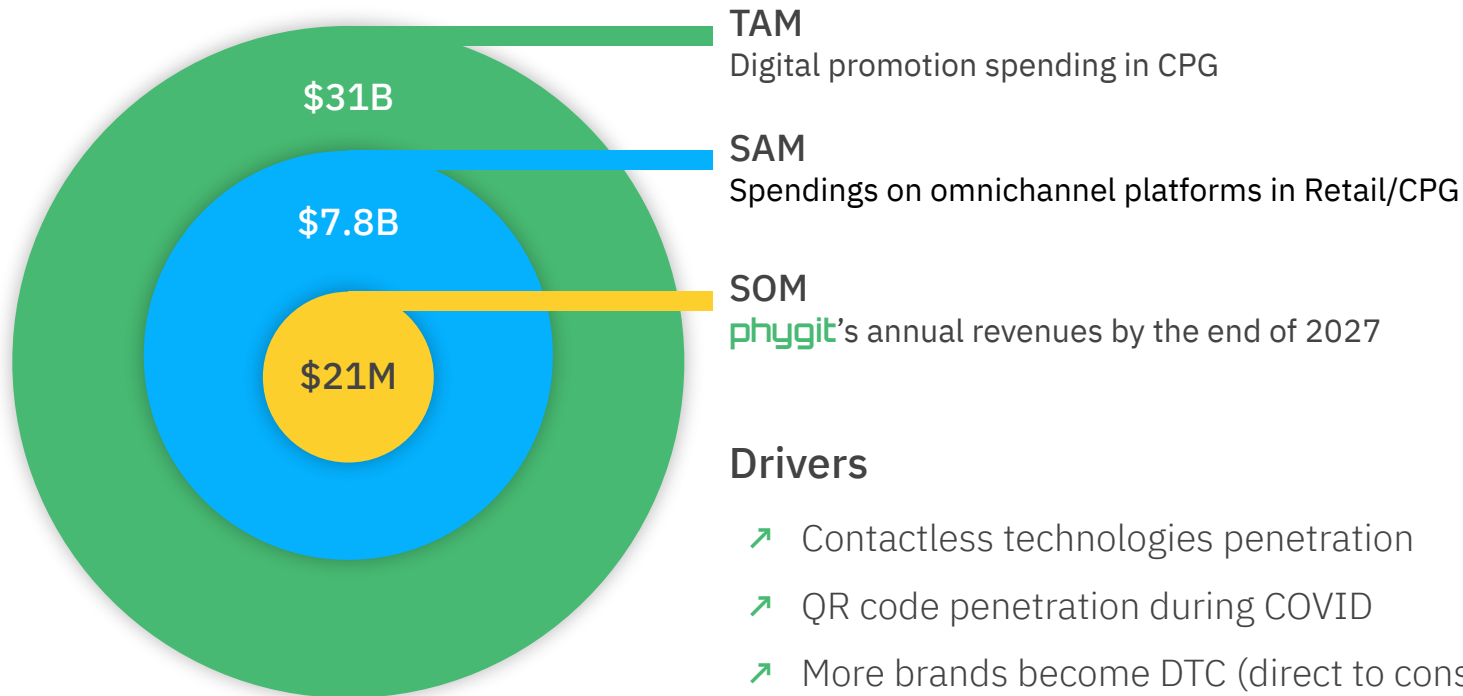


Subscription


























1 year

Market potential

our target persona is CMO at Enterprise



Growing international traction

Current hot leads								
Potential revenue	\$100K	\$50K	\$50K	\$40K	\$10K			
Under negotiations								
Projected ARR	\$30K	\$25K	\$20K	\$20K	\$15K	\$12K	\$10K	\$10K
Signed clients in EU region								
Projected ARR	\$200K	\$50K	\$18K	\$10K				
Existing clients base: 200+ brands								

Rewards: EBRD Grant, MIT EF CEE (TOP 5), NEST (TOP 5), Poland Prize Grant (€65K)

Engaging no-code personalization CMS

competitive landscape

	End-customer engagement focus	No-code UX management	Engage across product life cycle	Profile based personalization	Funding status
phygit	✓	✓	✓	✓	\$0.27M raised
Blue Bite	✓	✓	X	X	Acquired
Temera	✓	✓	X	X	Acquired
Sharpend	✓	X	X	X	Acquired
Eon	X	X	✓	X	\$8.2M raised
Evrythng	X	X	✓	X	Acquired
Brij	✓	✓	✓	X	\$1.3M raised
Scanbuy	✓	X	X	X	\$44.1M raised
Beaconstac	X	✓	X	X	\$25M raised

Engaging no-code personalization CMS

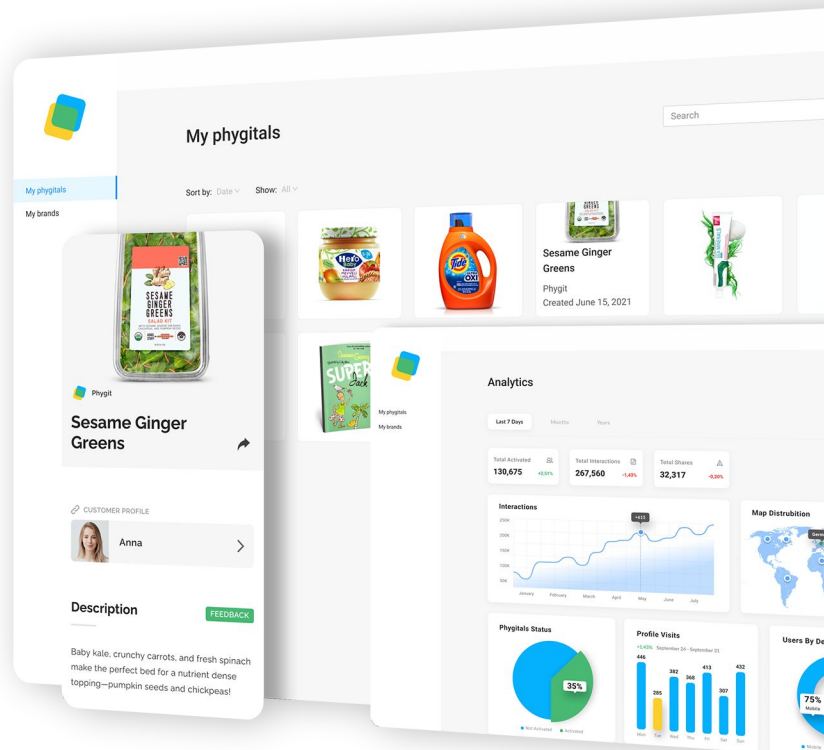
competitive landscape



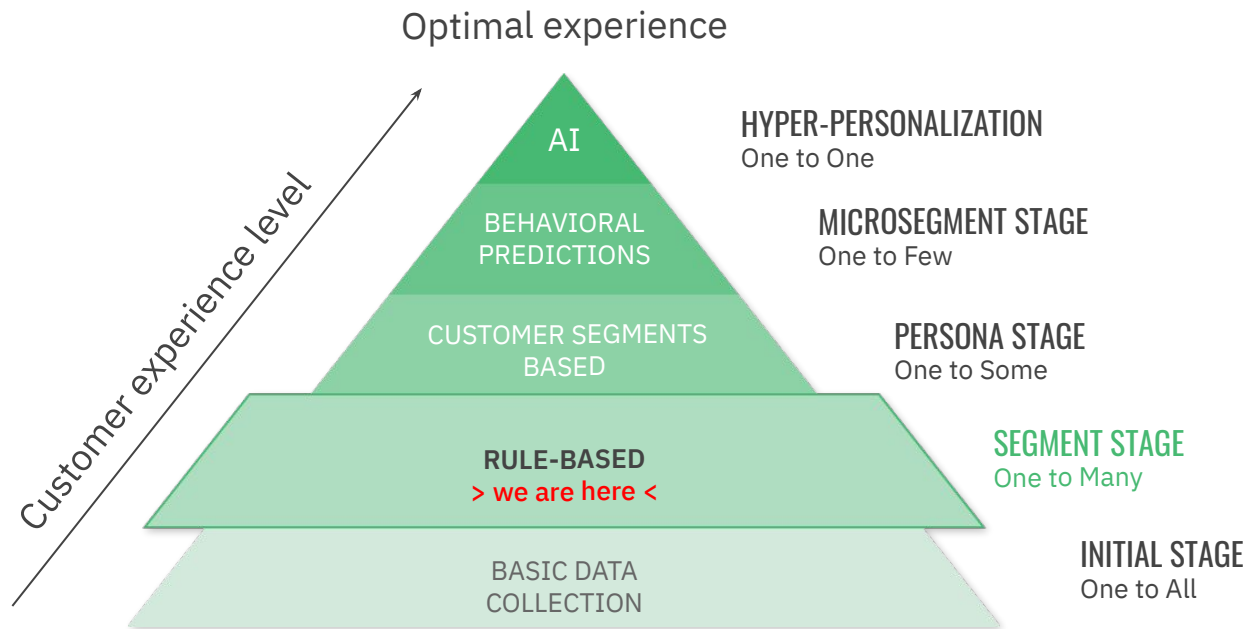
Long term vision

We are self-serve no-code solution that:

- ✓ connects brands and customers via **phygit** packages and labels;
- ✓ engages customers through profile based personalized experience;
- ✓ grows sales and improves marketing using digital twin of the customer.



Profile based personalization



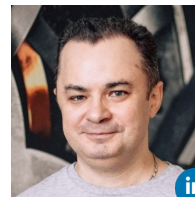
Talented key team

strong enterprise
background and full
range of tech skills



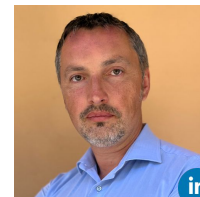
Pavlo Shlapak
Co-Founder, CEO

Founded and sold 2 companies
C-level in 2 startups
CIO in a corp with \$2B+ rev.



Valentin Trizno
Co-Founder, Partnership

8 y. of IT entrepreneurship
Ex-Owner of mobile app dev company
CFO in a corp with \$2B+ rev.



Igor Krivetski
CFO

CFO of the holding with
\$600M+ rev.
MBA, Strategic Management



Oleg Chugui
BDE

16 y. in Marketing
10+ y. in Business development
4 y. in product mobile
app dev company



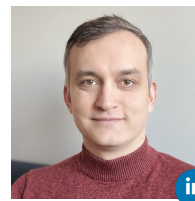
Marina Haque
Financial Manager

12 y. in Enterprise finances
and accounting



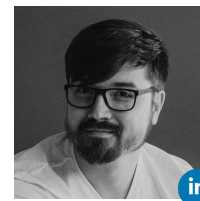
Aleh Osas
CBDO Europe

12 y. of Business ownership
10+ y. in B2B and retail sales



Alexander Petukh
Product Manager

7 y. in IT Product management
5 y. of Product marketing
Gamedev startup founder



Andrey Zayats
CTO

10 y. as IT engineer
Develop highload ERP systems
Task and People management

Thought leaders as advisors



Rick Rasmussen

Industry Fellow UC Berkeley, Adjunct
Faculty Northeastern University

Been on executive teams of three companies, raised rounds from leading VCs, went public, gained Fortune 500 status, and sold for a collective \$12B.



Dmitri Sarle

Founder of Earthians &
Weeklyaction.club

Serial entrepreneur (5 startups, 1 exit), investor (8 investments) and mentor.



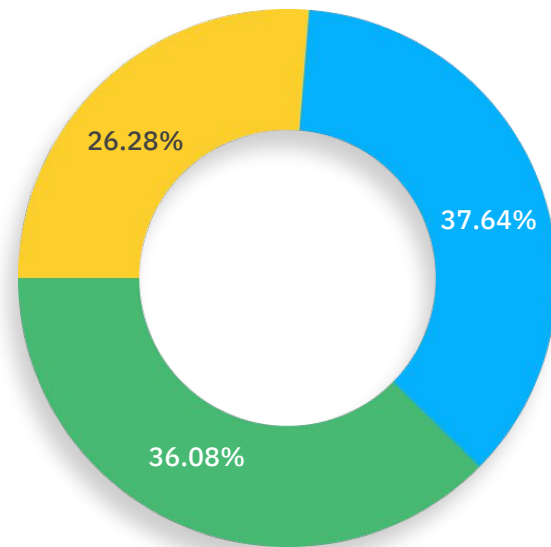
Konstantin Zapolianski

Senior Investment Director
at Zubr Capital

More than 10 years in the investment industry. Supported 12 transactions that resulted in over \$60M in fundraising.

Join us in the phygital future

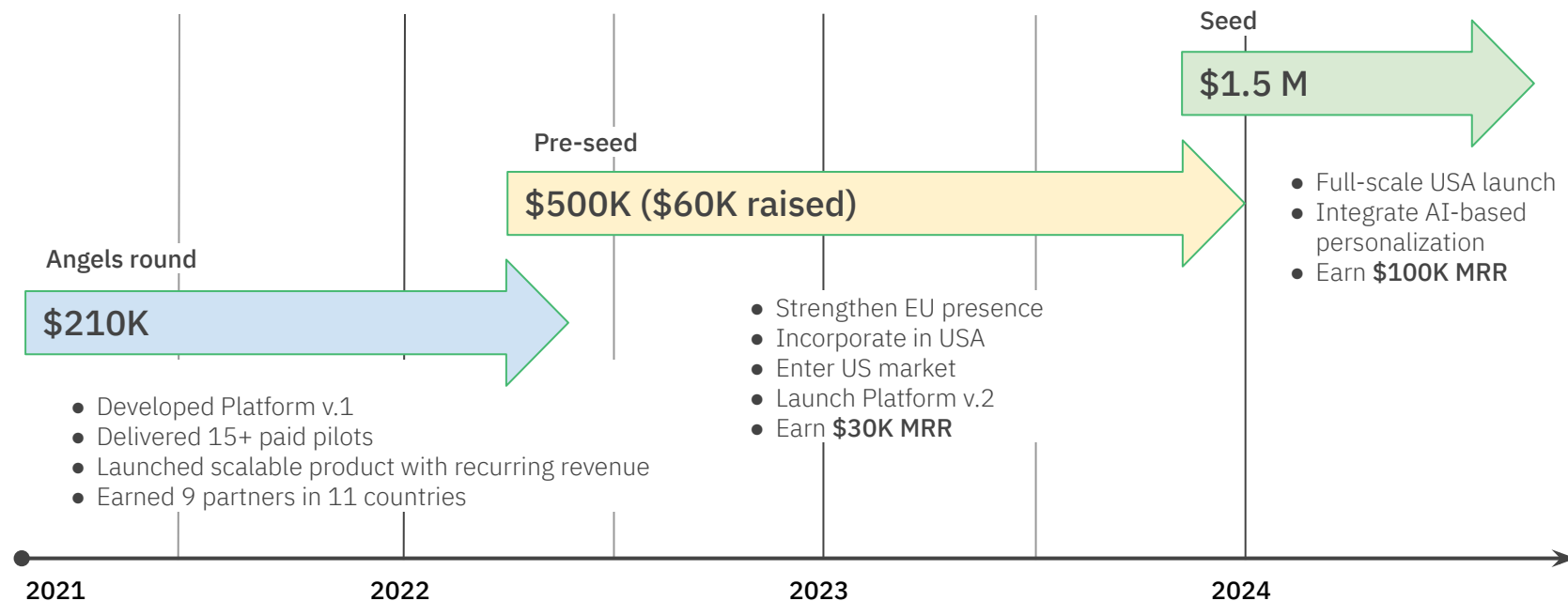
- Join the \$500K round. \$60K raised
- Incorporation in Delaware
- B2B SaaS martech



Cost allocation

■ R&D ■ S&M ■ Other

The go-to solution for phygital packages





Have questions?

Scan the code & book a call!

Pavlo Shlapak

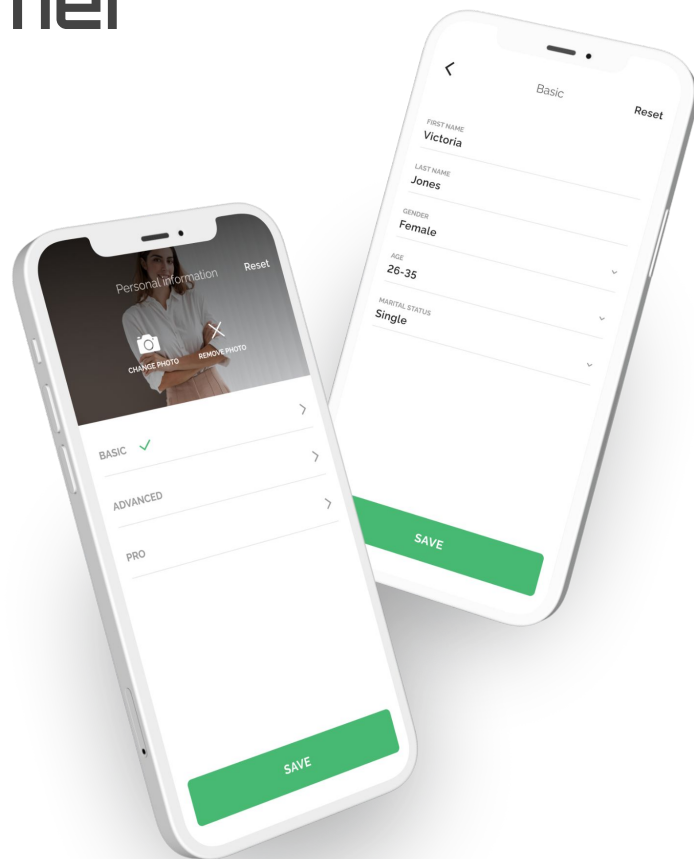
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Digital twin of the customer

We provide **unified customer profile** and **standardized UI/UX** to motivate unknown customers share valuable information:

- ✓ geographic / demographic;
- ✓ professional;
- ✓ personal;
- ✓ other valuable data.



Expertise and Intellectual property



More than **paid 20 cases** with clients were developed before problem/solution fit was found



2 years of development of the platform and presets of web apps



Pilot industrial cases with **international brands** were successfully launched



Multilevel architecture of the platform with brand / batch / asset / personal levels



White label with integrated **GDPR** from the box for affiliates



Protected IPs and trademarks, incorporated in Estonia

Achievements



TOP5
Nest Accelerator



TOP2
Imaguru Warsaw Startup Battle

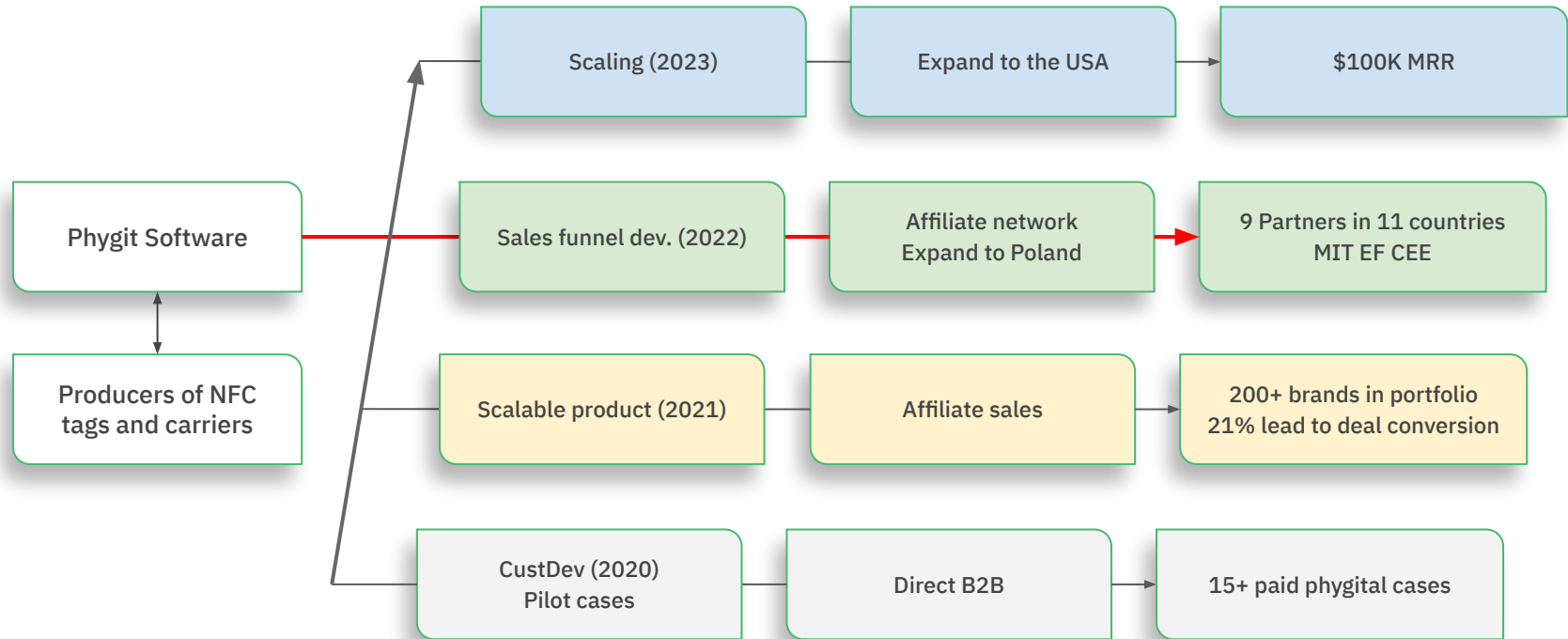


TOP5
MIT Enterprise Forum CEE



Poland Prize €65K

Scaling via affiliates & multinationals



Phygital cases

Brands have flourished already

Nike goes phygital with “Nike Live Stores”

Nike has been testing out a new form of a neighbourhood-centric phygital shop. Future touchless stores will rely heavily on personalization techniques similar to those used online.



[Source](#)

Authenticity guarantee via phygitalization

With its NFC-powered personalized mobile experience eBay increase consumer safety, trust and transparency. It's a part eBay's strategy to better meet consumers where they are.



[Source](#)

Sustainability through phygital products

By 2025, the Ocean Bottle team have a goal to prevent over 3 billion plastic bottles from entering our oceans each year. The Ocean Bottle is smart chip activated, so owners will be able to donate more to plastic collection when they refill at partner locations.



[Source](#)

